

The 5th Annual

MAD

SET SALE & AUCTION

\$6.00
Cheap!



**Featuring an incredible selection of
MAD and Alfred E. Neuman collectibles!**

AUCTION - FRIDAY, SEPT. 20 & SATURDAY, SEPT. 21, 1996

WELCOME TO THE 5th ANNUAL MAD SET SALE & AUCTION CATALOG

- THE CATALOG IS DIVIDED INTO TWO SECTIONS:

SECTION I IS FOR THE SET SALE ITEMS.

These items, including MAD comics, magazines, annuals, paperbacks, and collectibles are presented on a first-come, first-served basis.

SECTION II IS FOR THE AUCTION ITEMS.

Everything in this section is up for grabs to the highest bidder. Please read the terms and conditions at the beginning of the auction section. Mail bids are encouraged and will be accepted on or before Friday, Sept. 20. Email bids will be accepted on or before 6pm EST on Friday, Sept. 20. Please use the following Email address: **MADauction@aol.com**. Phone bids will be taken on the closing days only...on Friday, Sept. 20 from 7pm to 3am EST for items #1 - 68. On Saturday, Sept. 21 from 2pm to 10pm EST for items #69 -137. **Please call (216) 349-3776 to place a bid.** If the lines are busy...keep trying.

- If you have any questions or need additional information about any item shown in the catalog, please call (216) 349-3776 between 9am and 10pm EST before Sept. 20.
- Please make all payments payable to: Michael Lerner.

As the popularity of MAD collecting continues to grow, this catalog presents a great opportunity for both the long-term and beginning MAD collector to add to their collections. The items shown represent a visual history of MAD—from pre-MAD “Me Worry” collectibles to licensed and unlicensed collectibles to original art. Thanks to everyone who contributed consignment items. Last year we presented 60 auction lots. This year, we have 137 lots. I hope you are pleased with the items presented and you find lots of items to add to your collection. Good luck !

MAD-ly,
Michael Lerner

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MAD SET SALE

- **EVERYTHING IS SOLD ON A FIRST- CALL, FIRST- RESERVED BASIS.** All reserved items will be held for 10 days only.
- **POSTAGE IS ADDITIONAL. SEE BELOW FOR U.S. SHIPPING RATES. (Foreign orders please inquire.)**
- All orders will be shipped via Priority Mail or UPS. Federal Express is also available but a Fed. Ex. account no. must be provided.
- Money orders or certified bank checks (in U.S. Funds) only, unless previous arrangements have been made. **Please make all payments payable to: Michael Lerner.**
- Layaways available: 50% down (forfeitable), balance due in 30 days.
- Full refund if not 100% satisfied. You must notify us within 3 days of receipt of your order if you intend to make any adjustments. All merchandise must be returned in the original packaging. Buyer pays all shipping costs. Allow 30 days for a refund.
- Grading is per the Overstreet Price Guide 26th edition: **NM** - near mint, **VF**- very fine, **F** - fine, **VG** - very good, **G** - good, **Fa** - fair, **P** - poor.
- Only the major defects are noted: **SW** - spine wear, **SS**- spine split, **SR** - spine roll, **SSW** - staple stress wear, **OCS** - off center staples, **RS** - rusted staples, **CW** - cover wear, **MCD** - major cover damage, **CC** - cover creasing, **COC** - corner creasing, **CED** - cover edge damage, **CEW** - cover edge wear, **WOC** - writing on cover, **CB** - cover browning, **CEB** - cover edge browning, **CES** - cover edge shadow, **DC** - detached cover, **CS** - cover stain, **WS** - water stain, **DS** - date stamp, **AM** - arrival mark, **SC** - subscription crease. If you want a more detailed description, please call.

Shipping costs will be added to all orders as follows:

Under \$15 \$4.00	\$50 - \$74.99.....\$9.00
\$15 - \$24.99 \$6.00	\$75 - \$99.99.....\$11.00
\$25 - \$34.99 \$7.00	\$100 - \$124.99...\$13.00
\$35 - \$49.99 \$8.00	Over \$125\$15.00

MAD COMICS

5 SW, SSW, Tape on spine, CC, 2" piece missing from upper right corner	Fa \$50.00
20 SW, OCS, CW, SC	VG+ \$75.00
21 SSW, CW, CB, very slight CED	F- \$85.00
22 SSW, OCS, slight CW	F- \$85.00

MAD COMICS & MAGAZINES LOT

The following lot of MAD comics and magazines is being offered at a special set-sale price.

Please call for a full grading description of each book. Included are the following issues:

#11 VG \$100, #13 VG- \$75, #14 VG+ \$100, #15 G+ \$50, #16 G \$36,
 #17 Fa-G \$30, #18 VG+ \$80, #20 VG- \$70, #21 Fa-G \$30, #23 VG+ \$75
 #24 (1st magazine issue) VG- \$165, #25 VG \$80, #27 VG+ \$75

TOTAL \$966.00 **DISCOUNTED PRICE \$850.00**

Note: The books will be offered on an individual basis if the entire lot is not sold.

MAD MAGAZINES

24 SW, SSW, CW, CC	VG \$175.00
26 RS, CW	F+ \$110.00
26 SW, SR, CW	VG+ \$55.00
31 Slight SW, AM	F+ \$65.00
33 SW, RS, CW, 4" piece missing from upper right corner	Fa \$10.00
35 RS, slight SR, CW, COC	F \$50.00
40 SW, CW	VG \$17.00
42 CW, CC	VG+ \$22.00
43 CW, AM	F+ \$35.00
44 CW, CC	F \$28.00
50 SR	VG + \$15.00
55 SW, RS, CW, Small nicks on right side of front cvr	VG \$14.00
56 SSW, RS, CW	F \$26.00
60 CES	VF- \$32.00
62 CW	F \$18.00
64 SW	F \$18.00
68	VG \$6.00
71 Slight CEB	F+ \$17.00
72 CW	F- \$15.00
79 CW, CEB, Sm. pc missing from back cover	VG \$5.00
80 CW	VG+ \$10.00
82 CW, Very slight CED at top	F \$13.00
83 CW	F- \$12.00
85	VF- \$16.00
87 SW, CEW	F \$13.00
88 SW, CW	F- \$12.00

90 CW, CES	F- \$12.00
91 CW	F+ \$14.00
92 CEB, RS	F- \$10.00
94 SS at bottom, Slight CEB	F \$12.00
96	F+ \$13.00
97 CES	F \$12.00
98	F+ \$13.00
99 CW, CES	F \$12.00
102	F \$9.00
103 CW, CEW, SW,SSW	VG- \$3.00
104 CES	F \$9.00
108 CES	F \$9.00
109 CW, CEB	VG+ \$6.00
110 CES	F \$9.00
112 CW	F- \$8.00
114 CW	F \$9.00
119 CW	F \$9.00
122 CW	VG+ \$4.00
127 Upper SS, CC	F- \$5.00
133 CW, SW	VG \$3.00
134 CW, CES	F \$6.00
137 CW	F \$6.00
139 CW	F \$6.00
144 CW, SW, COC	VG \$2.50
145 CW	F \$5.00
146 SW, CW, COC	VG \$2.50
147 CW	F \$5.00
149	F- \$4.00
152 CW	F \$5.00
154 CW, CES	F \$5.00
155	F+ \$6.00
156 CW	VG + \$3.00
158 CW	VG+ \$3.00
160	F+ \$6.00
161 CS	VG \$2.50
162 CW	F \$5.00
163 CW	F \$5.00
164 CW, SC	VG \$2.50
165 CW	F \$5.00
168 CW	F+ \$6.00
169 CW	F \$5.00
171 CW	F- \$3.00
172 CW, CS	VG \$2.50
173 CW	F+ \$5.00
174 CW	F+ \$5.00
175 CES	F \$4.00
176 SW, CW	VG \$2.50

177 CW	F \$4.00
178 CES	F \$4.00
180 CW, CEW	F- \$3.00
181 CW	F \$4.00
182 CW, CEW	F- \$3.00
183 CW	F- \$3.00
184 CW	VF- \$6.00
185	VF- \$6.00
186	F- \$3.00
187 CW	F \$4.00
188	VG \$2.50
189 COC	F \$4.00
190	F \$4.00
191 CW	F- \$3.00
192 CW	VF- \$6.00
193 CW	F+ \$5.00
194 CW	F+ \$5.00
196 CW	F \$4.00
197 CW	VF- \$5.00
198 CW	F+ \$5.00
199 CW	F+ \$5.00

THE FOLLOWING ISSUES ARE \$3.00 EACH.

They range from fine to very fine condition.

200, 205, 206, 209, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225,
226, 228, 230, 231, 232, 233, 235, 237, 238, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249

THE FOLLOWING ISSUES ARE \$2.00 EACH.

They range from fine to very fine condition.

258, 260, 276, 284, 286, 289, 300

MAD ANNUALS & SPECIALS

(all have bonuses attached, unless noted)

WORST FROM MAD

5 Slight CW, Record loose	VF- \$145.00
6 Slight CW, Record loose	VF- \$150.00
7	VF \$70.00
9 Record loose	VF- \$110.00
11	VF- \$40.00
12	VF- \$40.00

MORE TRASH FROM MAD

3 CW, Tear by upper spine (Bonus loose)	VG \$25.00
4 CW (Bonus loose)	F+ 50.00
5 Sm. tear on left side of front cover	F \$30.00
10	VF- \$23.00
12 CEW	F \$15.00

MAD FOLLIES

1 SW, CW	F \$90.00
3	VF \$85.00
4 SW, CEW	F \$40.00
5 Slight CW, Front cvr corner crease	VF- \$45.00
6	VF+ \$50.00
7 CW	F \$22.00

SPECIALS

1 (Fall, 1970)	NM-M \$48.00
1 (Fall, 1970)	VF \$35.00
2 (Spring, 1971) CW and small stain on cover	VG+ \$14.00
3 Some stamps missing	VG \$10.00
7 CW	F \$13.00
8 CW	F \$13.00
9	F \$10.00
10 CW	F \$10.00
11 Record loose	VG \$6.00
12 Major CW, CED	VG- \$5.00
13 One stamp missing	VF \$15.00
14	F+ \$7.00
15	VF \$12.00
16	VF- \$10.00
17	F+ \$7.00
18 CW, CS, Bonus loose	VG \$4.00
19 Bonus loose	VG \$4.00
20 Major CW	VG \$4.00
21	F \$5.00
22 CW, WOC	VG \$2.00
23 CW	F \$2.50
25 Posters loose	VF- \$5.00
35 Some stickers loose	F+ \$3.00
36	F+ \$3.00
38	VF+ \$5.00
42 CW	F- \$2.00
47	F- \$2.00
52 CW	VG+ \$1.50
53	F \$2.50

60	NM- \$5.00
67 CW	F+ \$3.00
79	NM \$3.50

MAD DISCO

1980 (One shot) 36 pages..... NM/M \$15.00

MAD PAPERBACKS

*The following paperbacks range from F-VF condition unless noted.
The printing number, publisher and book number follow each title.*

SIGNET/PAPERBACK LIBRARY/WARNER

Bedside MAD (8 Signet) S1647 \$3.00

MAD Frontier (1st Signet) S2057 VG condition \$7.00

MAD Frontier (11 Signet) P3727 \$3.00

Ides of MAD (1st Warner) 75-503 \$3.00

Fighting MAD (1st Signet) 1976 Very Good Plus condition \$5.00

Three Ring MAD (10 Signet) T4984 \$3.00

Self Made MAD (1st Signet) D2561 Good condition \$3.00

Self Made MAD (8 Signet) P3716 \$3.00

Indigestible MAD (1st Signet) P3477 Very Good Plus condition \$5.00

World, World MAD (5 Signet) D2764 \$3.00

Burning MAD (1st Signet) P3610 Good condition \$4.00

Burning MAD (8 Signet) T4982 \$3.00

Hopping MAD (5 Warner) 31373 \$3.00

Portable MAD (1st Signet) PA4222 \$3.00

Dirty Old MAD (3 Paperback Lib) 75-742 \$3.00

Invisible MAD (1st Warner) 75-651 \$3.00

Rip Off MAD (1st Warner) 74-252 \$3.00

Invisible MAD (8 Warner) 31368 \$3.00

Dr. Jekyll & Mr. MAD (1st Warner) 75-733 \$3.00

MAD For Better or Verse (6 Signet) T-5069 VG \$2.00

AL JAFFEE Paperbacks \$3.00 each

Snappy Answers...(13 Warner) 30-441

MAD Book of Magic (1 Signet) P4163

DON MARTIN Paperbacks \$3.00 each, unless noted

Don Martin Steps Out (1st Signet) D2107 \$5.00

Bounces Back (3 Signet) D2287

Bounces Back (1 Warner) 86-175

MAD Adventures of Captain Klutz (10 Warner) 94-417

Completely MAD Don Martin "Big Book" (3 Warner) 71-276 VG \$5.00

DAVE BERG Paperbacks \$3.00 each, unless noted

Looks at the USA (1st Signet) D2409 \$5.00

Looks at the USA (3 Warner) 35422

Looks at Things (1 Signet) D3299

Looks at Modern Thinking (1 Warner) 86-153

PROHIAS Paperbacks \$3.00 each

Spy vs Spy #1 (11 Signet) P3701

ARAGONES Paperbacks \$3.00 each

Viva MAD (8 Signet) T4708

Viva MAD (1st Warner) 76-679

(MORE PAPERBACKS AVAILABLE IN THE AUCTION SECTION)

MAD COLLECTIBLES

Limited Quantities

1) MAD POSTERS (Bi-Rite, 1987-88)

Alfred E. Neuman for President (#15-546) 20" x 28" full color.

Surf's Up (#15-572) 20" x 28" full color.

Surfs Up (#6-572) 16" x 20" full color.

All in very nice cond..... **\$15 each or 3 for \$40.00**

2) COOS BAY MAD ART EXHIBIT PINBACK

2" pinback from Coos Bay, Oregon show. In exc. cond. **\$12.00**

3) MAD ART EXHIBIT POSTER (1992)

From the Raleigh, NC show. In exc. cond **\$15.00**

4) MAD ART EXHIBIT PROGRAM (1992)

From the Raleigh, NC show. In exc. cond **\$10.00**

Catalog special—Items #3 and #4 Both for \$20.00

5) DON MARTIN/MAD POSTERS (Western Graphics, 1970s)

Protect Your Wild Life 21" x 32" full color.

The Mermaid 21" x 32" full color.

In very nice cond..... **\$10 each or 2 for \$15.00**

6) GOLDEN TRASHERY OF MAD (1960)

First printing hardcover without dustjacket (*Note: color xerox dustjacket available for nominal fee*).

In nice cond **\$50.00**

7) ALFRED E. NEUMAN FOR PRESIDENT LAPEL PINS (1964-68)

Original tab pins used in the Alfred E. Neuman for President kits. In very nice condition with some minor scratching on surface. 2 per set..... **\$20 per set**

8) 1995 MAD PANIC SET

6 issues of the MAD Panic fanzine from 1995. In exc. cond\$18.00

9) Pre-MAD ALFRED E. NEUMAN AD FLYER (Kelly's Inn, 1940s)

8.5 X 11 - printed on heavy stock. In exc. cond\$10.00

10) ALFRED E. NEUMAN RING

Unlicensed ring in very nice cond.....\$10.00





MAD mugs are turning up in the most ridiculous places! Select from 4 styles.
PRICE \$7.99 each



Alfred E. Neuman for President
69695



What? Me Worry? Alfred E. Neuman for President
69696



What? Me Worry? Alfred E. Neuman for President
69696



Alfred E. Neuman for President
69695



MUGS

STEINS



Alfred E. Neuman for President
69695

Alfred E. Neuman for President
69696

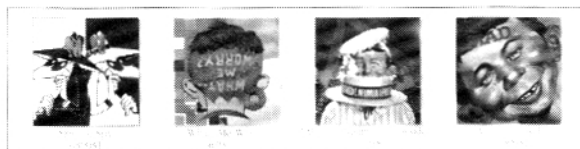
GO BONKERS! Choose from 2 uniquely humorous steins each with Alfred E. Neuman's fabulous face!
PRICE \$16.99 each



COASTERS

Wacky humor strikes again! MAD breaks into the world of coasters. 4 styles available.
• 4 per box
• Coaster Size 4" x 4"
PRICE \$7.99 per box

MAGNETS



Select from 4 different off-the-wall MAD magnets.
• Each 2" x 2"
PRICE \$3.50 each

PRICES
DO NOT INCLUDE
SHIPPING



STOP

**You are entering the
AUCTION section of the
catalog. Each item or
lot will be sold to the
highest bidder.**



Ship via (check one): ☐ Priority Mail ☐ UPS ☐ FED.EX _____
Federal Express No.

MAD AUCTION

FRIDAY, SEPT. 20 (7pm - 3am EST) FOR ITEMS #1 - 68
SATURDAY, SEPT. 21 (2pm - 10pm EST) FOR ITEMS #69 - 137
TELEPHONE (216) 349-3776

TERMS & CONDITIONS

- Mail bids are encouraged and will be accepted on or before Friday, Sept. 20. A bid form has been included for your convenience.
- Email bids will be accepted on or before 6pm EST on Friday, Sept. 20. Please use the following Email address: **MADauction@aol.com**
- PHONE BIDS WILL BE TAKEN ON THE CLOSING DAYS ONLY...ON FRIDAY, SEPT. 20 FROM 7PM TO 3AM EASTERN STANDARD TIME FOR ITEMS #1 - 68. ON SATURDAY, SEPT. 21 FROM 2PM TO 10PM EASTERN STANDARD TIME FOR ITEMS #69 - 137. **PLEASE CALL (216) 349-3776 TO PLACE A BID.** If the lines are busy...keep trying.
- The bidding will end when the phones stop ringing for ten minutes after the specified ending time for each day. If you get the answering machine, the auction is over for that day.
- When placing a bid, please specify your account number, (which is on your mailing label), the item and/or lot number. We would appreciate it if you could please bid on items in numerical order (as numbered in the catalog).
- All items have a minimum bid (MB).
- On the day of each auction, you must top the next highest bid by at least 10%...all bids will be rounded to the nearest whole dollar. Items under \$40 must be increased by at least \$5.00.
- If you cannot bid by phone or if you want to go to bed early...automatic bidding is available. Please call before Friday, Sept. 20 to make arrangements.

- All items and lots will be sold to the highest bidder.
- There are a few duplicate auction items, which have been noted in the catalog with a (2). After the auction closes, the 2nd highest bidder for that particular item, will be contacted and they will have the option of either matching the highest bid recorded or passing to the next highest bidder in line.
- Tie bids are decided by the earliest bid received. (In the case of a duplicate item, the two earliest bidders will win.)
- All items have been carefully described and pictured. All sizes noted are approximate. If you have any additional questions, please call before Friday, Sept. 20.
- All winners will be notified via invoice.
- Payments are due within (10) days of the date of the invoice. **MONEY ORDERS OR CERTIFIED BANK CHECKS (IN U.S. FUNDS) ONLY**, unless previous arrangements have been made. Sorry, but no credit cards are accepted. **PLEASE MAKE ALL PAYMENTS PAYABLE TO: MICHAEL LERNER.**
- Shipping costs and a \$5.00 handling fee will be added to all winning bids. All orders will be shipped via Priority Mail or UPS. Please allow at least 2 weeks for delivery. Federal Express is also available but a Fed. Ex. account number must be provided.
- Layaways available: 50% down (forfeitable), balance due in 30 days.
- Gross error in description is the only cause for a return. You must notify us within 3 days of receipt of your order if you intend to make any adjustments. All merchandise must be returned in the original packaging. Buyer pays all shipping costs. Allow 30 days for a refund check.
- The placing of bid is an agreement to purchase the item(s). If you are the high bidder, you must honor your bid(s). Please do not bid on any item if you do not intend to abide by the rules. By placing a bid, you agree to all the above terms and conditions.



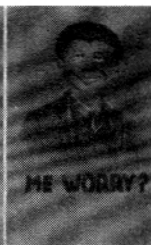
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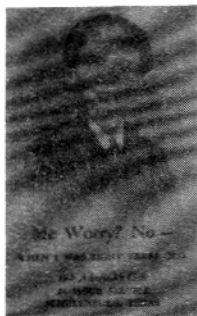
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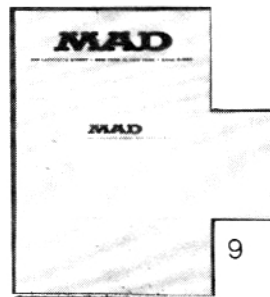
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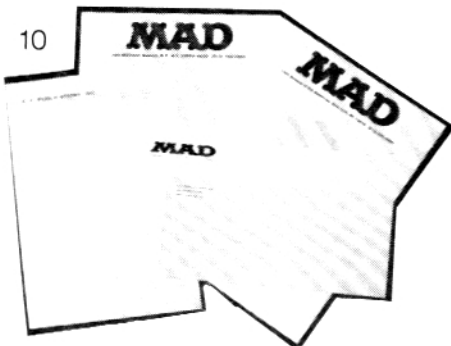
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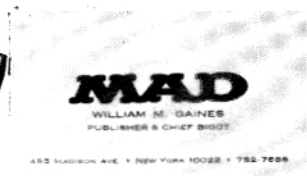
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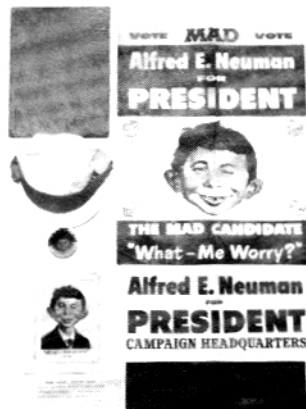
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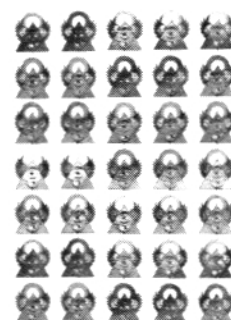
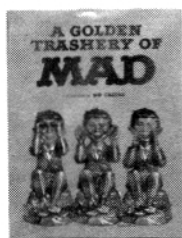
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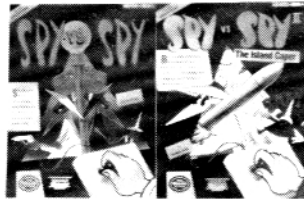
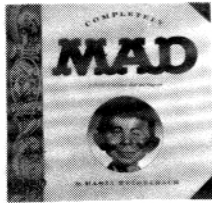
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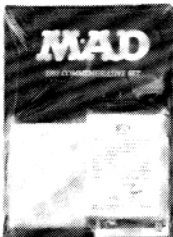
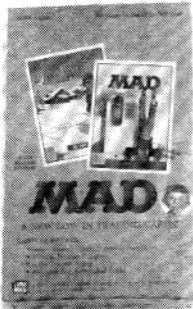
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"Without Mad, it would have been harder to survive a Republican upbringing."
— Candice Bergen





80



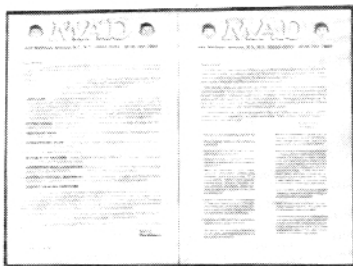
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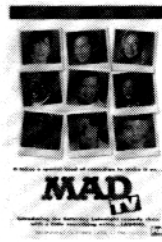


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MAD TV

MAD TV

MAD TV



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92



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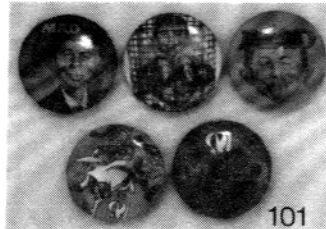
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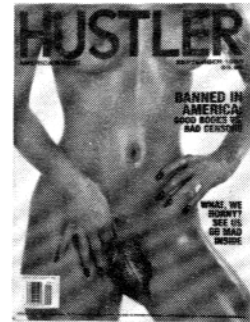
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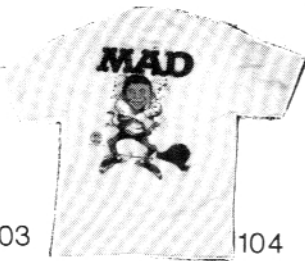
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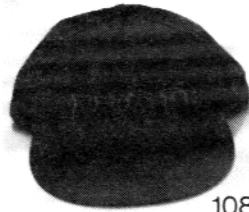
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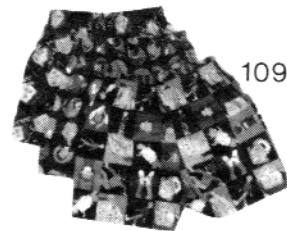
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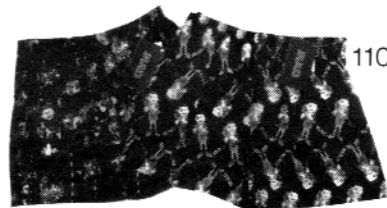
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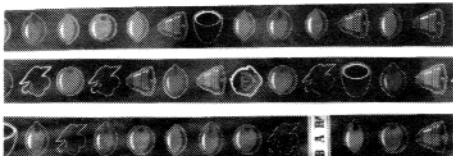
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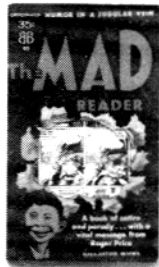
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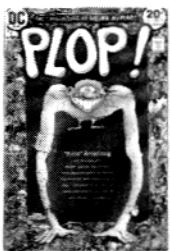
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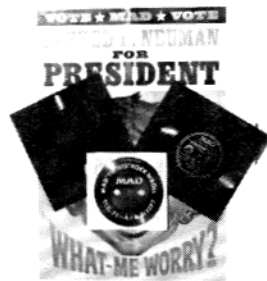
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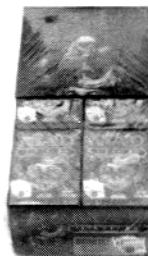
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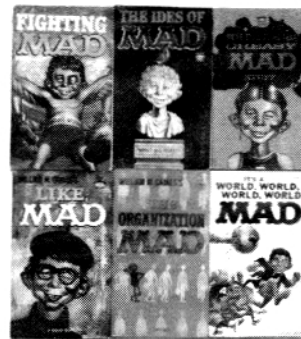
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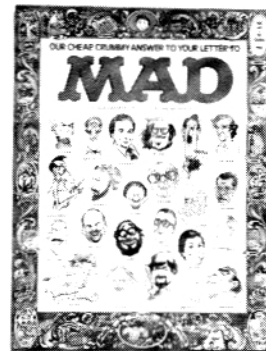
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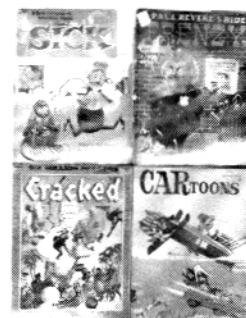
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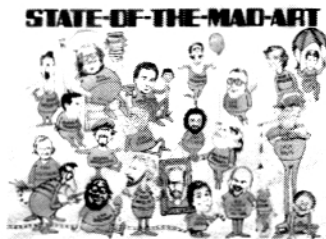
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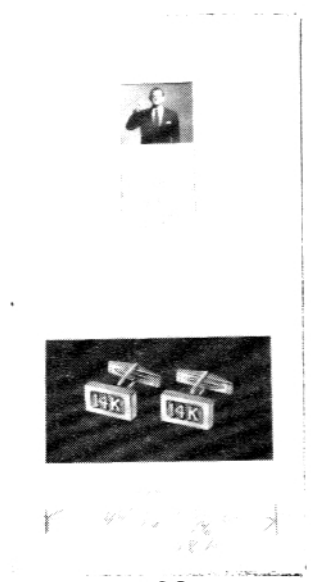


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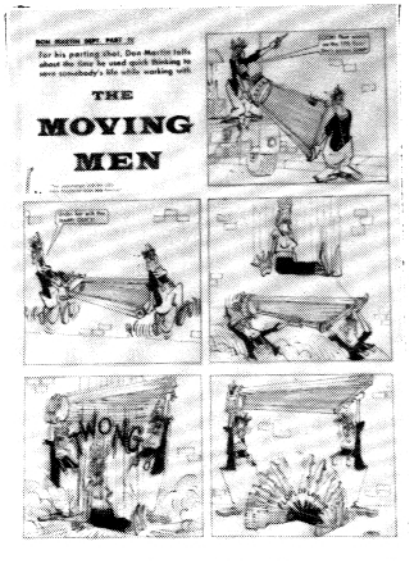
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MAD AUCTION PART I

Friday, Sept. 20, 1996 (7pm - 3am EST)

- 1) ANTI-KAMNIA CALENDAR (1908)\$225 MB
Turn-of-the-century calendar featuring a pre-MAD Alfred E. Neuman-like character with saying "It Didn't Hurt A Bit." Calendar is printed on very heavy stock with full color image on one side/calendar on the other side. Three small tack holes at top, minor wear - otherwise in very nice condition. Matted in black frame.

- 2) CHERRY PIE POSTCARD\$20 MB
Early 1900s postcard featuring Alfred E. Neuman-like character. In nice condition.

- 3) ALFRED E. NEUMAN B&W ARCADE CARD (1920s)\$8 MB
B&W arcade card featuring a pre-MAD Alfred E. Neuman. In nice condition.

- 4) ME WORRY? POSTCARD LOT (1950s)\$12 MB
Lot contains (3) postcards with pre-MAD Alfred E. Neuman illustration. All in very nice condition. Note: Postcard #1 has linen finish, Postcards #2-3 have chrome finish.

- 5) BOB ADAMCIK POSTCARD (1950s)\$15 MB
Featuring pre-MAD Alfred E. Neuman. In very nice condition.

- 6) BOB ADAMCIK MATCHBOOK (1950s)\$25 MB
3.5" x 4.25" full color matchbook with Alfred E. Neuman-like character on back. Some matches missing otherwise in nice condition.

- 7) ALFRED E. NEUMAN DECAL A (INPRINT ART PRODUCTS, 1960s)\$10 MB
Full color 3" x 4.25" decal featuring Alfred E. Neuman-like illustration. This version features a striped background and yellow background for "What—Me Worry" slogan. In exc. cond.

- 8) ALFRED E. NEUMAN DECAL B (INPRINT ART PRODUCTS, 1960s)\$10 MB
Full color 3" x 4.25" decal featuring Alfred E. Neuman-like illustration. This version features a plain background and red background for "What—Me Worry" slogan. In exc. cond.

- 9) MAD LAFAYETTE ST. STATIONARY LOT (1955-56)\$85 MB
Lot contains (2) pieces of 225 Lafayette St. stationary. Included is (1) sheet and (1) envelope. Both in very nice condition.

- 10) MAD/EC STATIONARY LOT.....\$50 MB**
 Lot including the following (5) pieces of stationary: (1) sheet *485 Madison Ave* with Alfred E. Neuman in background, (1) sheet *1325 Ave of the Americas* with Alfred E. Neuman in background, (1) sheet *E.C. Publications - 485 Madison Ave*, (1) *850 Third Ave #10* envelope, (1) *485 Madison Ave #10* envelope. All in very nice condition.
- 11) MAD 485 MADISON AVE. STATIONARY LOT\$25 MB**
 Lot containing (6) pieces of *485 Madison Ave.* stationary including: (2) different sized sheets, and (4) different sized envelopes. In exc. condition.
- 12) WILLIAM M. GAINES BUSINESS CARD (2).....\$10 MB**
 Set of (3) William M. Gaines business cards from *485 MADison Ave.* with job description listed as "Publisher & Chief Bigot." In exc. condition.
- 13) ALFRED E. NEUMAN PATCH (1960s).....\$10 MB**
 Unlicensed pink 3" patch with peel-off sticky back. In very nice condition.
- 14) ALFRED E. NEUMAN FOR PRESIDENT CAMPAIGN KIT (1960)\$1250 MB**
 Complete original (5) pc. kit containing the following items: 2.5" pinback button, campaign cap, door sign, 17" x 22" 2-color poster, and a Day-Glo bumper sticker. All the items are in nice condition. Included in this lot is the original mailing envelope which has some staining, but otherwise it's in very good condition. In addition, this kit came with a blue piece of paper announcing a "Free Bonus" which was an original Alfred E. Neuman color picture. Both these items are included and they are in nice condition.
- 15) ALFRED E. NEUMAN BUST (1960).....\$280 MB**
 3 3/4" china bisque bust with green felt on bottom (no label). In nice condition.
- 16) GREASY KID STUFF HAIR TONIC (1960s) (2)\$60 MB**
 3.5 oz. glass bottle filled with white hair goop. Alfred E. Neuman-like illustration on front label. Some wear on label, otherwise in nice condition.
- 17) MAD FOR KEEPS HARDCOVER (1958)\$75 MB**
 (5th printing) Hardcover with dustjacket. Dustjacket has the following defects: tears on front and back. 1" piece missing from lower right corner and a few small pieces missing from the top (front and back). Taped along edges, spine and to inside covers of book. Book itself is in fine condition with minimal wear along edges. Pages are off-white.
- 18) MAD FOREVER HARDCOVER (1959)\$100 MB**
 (1st printing) Hardcover with dustjacket. Dustjacket has the following defects: small tears and pieces missing along edges. Taped along edges, spine and to inside covers of book. Book itself is in very fine condition with minimal wear along edges. Pages are white-off-white.

- 19) GOLDEN TRASHERY OF MAD HARDCOVER (1960).....\$100 MB**
 (First Printing) Dustjacket has 5" and 1" tears, nicely repaired with tape from behind. Book is in nice shape but someone has written in pen, small notations, on the bottom of almost every other page.
- 20) THE RIDICULOUSLY EXPENSIVE MAD (1969).....\$75 MB**
 (First printing) Hardcover with color xerox dustjacket. Has all bonuses except the following: Missing record and mobile instructions. Some stencils and stickers are also missing. Overall book is in nice condition with some wear on edges and spine.
- 21) MUSICALLY MAD LP (RCA, 1959)\$10 MB**
 Mono version. Sleeve has some spine splitting, writing on front. Record has some wear and scratches. Overall in very good condition.
- 22) MAD TWISTS ROCK N ROLL LP (BIGTOP, 1962)\$40 MB**
 Album sleeve and record (with minimal scratches) n very nice condition.
- 23) FINK ALONG WITH MAD LP (BIGTOP, 1963)\$50 MB**
 Album sleeve has small cut-out. Record has very minor wear and scratches, overall in very nice condition.
- 24) ALFRED E. NEUMAN SINGS "WHAT ME WORRY/POTZREBIE" 45 (ABC PARAMOUNT, 1959)\$15 MB**
 Single in nice condition with some surface wear and scratches. Small paper label on one side covers record company logo. (Note: a color xerox of the original picture sleeve can be provided for an additional cost.)
- 25) MAD GROOVES CD (RHINO, 1996)\$15 MB**
 Promotional copy of recent CD release. *Signed by Grant Geissman*. In exc. condition.
- 26) CHERRY SPARKLE TIN SIGN REPRO (1989)\$25 MB**
 10" x 14" metal sign made by the Desperate Sign Co. In exc. condition.
- 27) MAD OFFICE POSTCARD/MAD OFFICE STICKER LOT..... \$5 MB**
 Lot includes (1) Mort Drucker postcard (#1840 out of 3000) featuring Bill Gaines, Nick Meglin, and John Ficarra hard at work and (1) Sergio Aragones illustrated sticker featuring the MAD office (circa 1960s). Both in exc. condition.
- 28) LSD BLOTTER SHEET\$40 MB**
 Undipped 7" x 7" LSD blotter sheet with Alfred E. Neuman inspired characters. In exc. condition.


- 29) MASON JAR MATCHBOOK/HAPPY BOY GUMBALL PREMIUM LOT(2)**..... \$8 MB
 Lot containing the following (2) items: "Mason Jar" restaurant 1.5" x 2" matchbook with Alfred E. Neuman illustration inside, Gumball machine premium - 1.5" plastic bubble containing character that looks like 1960s "Happy Chap" doll. Both in exc. condition.
- 30) ALFRED E. NEUMAN FOR PRESIDENT BUMPER STICKER (1964/68)**\$20 MB
 Orange Day-Glo bumper sticker that came with 1964 and 1968 Alfred E. Neuman for President Kits. Folded in middle, otherwise in very nice condition.
- 31) ALFRED E. NEUMAN FOR PRESIDENT PINBACK (1964 & 1968)**.....\$50 MB
 2.5" pinback button offered in the 1964 and 1968 "Alfred E. Neuman for President" kits. Slight yellowing and scratches on back, otherwise in nice condition.
- 32) ALFRED E. NEUMAN MODEL KIT (AURORA, 1965)**.....\$295 MB
 Sealed model kit. Top of box corner is slightly indented, otherwise in exc. condition.
- 33) UP THE ACADEMY POSTER (1980) (2)**.....\$25 MB
 Original 41" x 26.5" movie poster. In very nice condition, but folded.
- 34) UP THE ACADEMY LOBBY CARD (1980)**\$25 MB
 11" x 14" full-color lobby card. In nice condition with slight wear.
- 35) UP THE ACADEMY PINBACK (1980)**\$35 MB
 1.5" 2-color promotional pinback. In very nice condition.
- 36) UP THE ACADEMY LP (CAPITAL, 1980)**..... 20 MB
 Soundtrack album. Sealed (with cut-out upper corner). Artist label on front. In exc. condition
- 37) SONS OF CHAMPLIN POSTCARD (FAMILY DOG, 1967)**.....\$10MB
 5' x 7" postcard with pre-MAD image of Alfred E. Neuman that was used to promote San Francisco rock concert. In exc condition.
- 38) MAD FREAKS USA FANZINE LOT (1981)**.....\$25 MB
 One of the better MAD fanzines of the early 1980s. This lot contains issues #4-6. All In very nice condition.
- 39) ALFRED E. NEUMAN MASK (CESAR, 1981)**.....\$50 MB
 Full-head latex mask with hair. In exc. condition.

- 40) BOX OF MAD STICKERS (FLEER, 1983).....\$50 MB**
Complete box filled with 36 wax packs of MAD stickers. Includes advertising banner. In exc. condition.
- 41) MAD STICKER ALBUM BOX (FLEER, 1983)\$65 MB**
Full box containing (12) MAD sticker albums. Minor wear on edges, otherwise in very nice condition.
- 42) MAD TROUBLE STICKERS (FLEER, 1983)\$25 MB**
Complete set of 64 unnumbered "Trouble Stickers." In exc. condition
- 43) ASSORTED MAD COLLECTOR AND TROUBLE STICKERS (FLEER, 1983)\$25 MB**
This lot contains 324 assorted MAD "Collector Stickers" and "Trouble Stickers." In exc. condition.
- 44) MAD 30TH ANNIVERSARY WATCH (CONCEPTS PLUS, 1987)\$75 MB**
Limited edition version with chrome finish and leather band. Includes original display box. In exc. condition.
- 45) SPECIAL EDITION MAD SET (HARDEES, 1987) (2)\$50 MB**
Offered on a limited basis around the country, one set contains (6) 7" x 9" magazines with reprinted MAD material. In exc. condition.
- 46) ALFRED E. NEUMAN DISGUISE KIT (IMAGINEERING, 1987) (2)\$30 MB**
Sealed box containing 2 Alfred ears, red skin and hair color, tooth black, and 1 freckle pencil. In exc. condition but there is a price sticker (removable) on the box.
- 47) MAD SKATEBOARD (NASH, 1987)\$45 MB**
Large 29" green colored skateboard featuring MAD graphics. Skateboard top has plenty of wear by tail section. Edge guards are missing.
- 48) SQUIRT TOYS/MAD EARS LOT (IMAGINEERING, 1987-88)\$50 MB**
Lot containing (2) MAD Squirt toys: stapler and lighter, plus (1) set of Alfred Ears. All sealed in original packages in very nice condition.
- 49) WARNER BROS. MAD MERCHANDISE LOT(1993).....\$65 MB**
Lot containing the following licensed items: (1) MAD Sweatshirt (large), (1) box of MAD napkins, (1) box of MAD playing cards, (1) MAD pendant, (1) MAD belt. All in exc. condition
- 50) ALFRED E. NEUMAN TOILET PEN (APPLAUSE, 1988)\$20 MB**
Pen features toilet on top with Alfred E. Neuman floating in pen. In very nice condition.

- 51) ALFRED E. NEUMAN MAD BENDABLE FIGURE (CONCEPTS PLUS, 1989).....\$15 MB
Sealed on card. Shelf hanger torn with some creasing on card. Overall in nice condition.
- 52) MAD HOLOGRAM (LIGHTRIX, 1994)\$10 MB
Alfred E. Neuman morphing hologram mounted on black plastic stand. In very nice condition.
- 53) ALFRED E. NEUMAN STATUE (WARNER BROS, 1994)\$50 MB
Full figured 14" Alfred E. Neuman plaster statue. In exc. condition.
- 54) ALFRED E. NEUMAN FOLKART RUG (1996)\$170 MB
14" x 18" full color handmade rug featuring Alfred E. Neuman. In exc. condition.
- 55) "WHO NEEDS YOU" POSTER (1991) (2)\$20 MB
22" x 36" full-color in-house poster printed by MAD. In exc. condition.
- 56) WHITE SPY PIN (2)\$15 MB
Unreleased pin (with lower blue skyline than final version). Gold trim in exc. condition.
- 57) AL JAFFEE CLOISONNÉ PIN (1990).....\$10 MB
1" pin featuring self-portrait of Al Jaffee that was issued for private release. In exc. condition.
- 58) MAD FOOTBALL HELMET PIN (2).....\$10 MB
1" promotional pin with red & gold trim. In exc. condition.
- 59) MAD MEMO PAD SHEET\$10 MB
(1) - 5" x 7" sheet from promotional MAD memo pad. In exc. condition.
- 60) MAD GIFT SUBSCRIPTION XMAS CARDS LOT (2)\$10 MB
Lot containing (2) different sized MAD gift subscription Christmas cards: Postcard sized card (c1985) and small 2.25" x 4" card (1960s). Both in exc. condition.
- 61) MAD TWE \$\$\$ BILLS\$25 MB
Pack containing (21) TWE dollar bills. Printed as in-house promotion by MAD. Front has Alfred E. Neuman ala George Washington pose, back has Alfred shooting a moon. In exc. condition.
- 62) MAD PHONEY GIFT CERTIFICATE (2)\$ 10 MB
4.25" x 7" phoney gift certificate offered as in-house promotion by MAD. Yellow in color. *Unsigned*. In exc. condition.

- 63) **MAD "HAND IT OVER" CARD (2)**\$ 10 MB
Fake credit card offered as in-house promotion by MAD. In exc. condition.
- 64) **MAD LIMELIGHT INVITATION (1985)**\$25 MB
11.75 x 16.5" poster used as invitation for party to celebrate MAD's 33rd year of publishing. Includes envelope. Folded in exc. condition.
- 65) **COMPLETELY MAD PROMOTIONAL CARD (1991)**\$ 15 MB
6 x 8.5" promotional oversized postcard sent out by Little Brown to advertise the publication of "Completely MAD." In exc. condition.
- 66) **SPY VS. SPY SELL SHEETS (1989)**\$10 MB
(2) Full color sell sheets used to advertise the Spy vs. Spy computer games. In exc. condition.
- 67) **ALFRED E. NEUMAN HOLOGRAM (LIME ROCK, 1992)**\$25 MB
Hologram that was distributed in Series 1 MAD Card packs. In exc. condition.
- 68) **MAD CARDS SEALED BOX (LIME ROCK, 1992)**\$15 MB
Sealed box (preview issue) containing 36 foil packs. In exc. condition.

END PART I



If you are a fan of MAD, then subscribe to The **MAD** Panic, the only fanzine dedicated to life in the MAD world! One-year subscriptions only \$7.50 for 6 issues. Sample issue \$1.50. Send payment to The **MAD** Panic, 91 Kelly Dr., Lancaster, MA 01523

MAD AUCTION PART II

Saturday, Sept. 21, 1996 (2pm - 10pm EST)

- 69) EC FAN ADDICT KIT (1971).....\$85 MB**
 Authorized duplicate of the "original EC Fan Addict Kit" from the early 1950s. Complete kit includes (4) bulletins, (1) certificate, (1) membership card, (1) cloth patch, and (1) sticker (which replaced original bronze pin), plus original mailing envelope. All in very nice condition.
- 70) ISKALDE GROSS #1 (1987).....\$20 MB**
 Magazine sized paperback from Norway that contains full-color EC reprints. Upper corner crease and slight wear at edges, otherwise in nice condition.
- 71) EC HORROR LIBRARY HARDCOVER (NOSTALGIA PRESS, 1971).....\$100 MB**
 10" x 14" full-color hardback book (with dust jacket) of EC reprints. Some wear on dustjacket edges, otherwise in very nice condition.
- 72) HAPPY BOY DOLL (EFFANBEE, 1960).....\$50 MB**
 10" doll that bears a striking resemblance to Alfred E. Neuman. No clothes but in very nice condition.
- 73) ALFRED E. NEUMAN HANDPUPPET (CRESTLINE, 1960).....\$125 MB**
 10" hand puppet with "What...Me Worry?" on neck. Plastic head attached to cloth body — white shirt, black bottom, red ribbon tie. *(Note: head is original, cloth body is an exact reproduction of an original version).* In exc. condition.
- 74) OUTHOUSE (1950s).....\$25 MB**
 Gag gift features an Alfred E. Neuman inspired character doing his business. Figure is somewhat detached from turntable. Does not squirt. Overall in very good condition.
- 75) BRAT DOLL (1960s).....\$5 MB**
 Another doll that bears a striking resemblance to Alfred E. Neuman. 7" doll comes with hang tag label. In nice condition but tongue balloon is missing.
- 76) MAD COMMEMORATIVE CARD SET (LIME ROCK, 1992).....\$25 MB**
 Shrink-wrapped commemorative set. Includes (1) binder, all (110) cards featured in the Lime Rock 1992 release of MAD Trading Cards, (4) Spy vs Spy Promo Cards, and a gold MAD2 Hologram. In exc. condition.

- 77) MAD ABOUT THE SIXTIES/MAD ABOUT THE SEVENTIES BLADS LOT (1995-96)**\$40 MB
Promotional multi-page flyers sent to retailers and reviewers. Each features excerpts from the books themselves. Both in exc. condition.
- 78) RUSS COCHRAN CATALOG LOT (1986-1992)**\$25 MB
This lot contains Russ Cochran MAD Auction catalogs #1 - #16. *Note: #1, 2, 6 are copies, everything else is original.* All in exc. condition.
- 79) MAD MINUTE #5 (1985)** \$5 MB
Distributed to radio stations, this cassette has 9 segments written and narrated by Dick DeBartolo. In exc. condition.
- 80) MAD BEACH TOWEL (A LA CARTE/SAYDE, 1989)**\$25 MB
Full color 30" x 60" beach towel with slogan "American as MAD Magazine. Who needs you." In exc. condition.
- 81) MAD CALENDAR LOT**\$60 MB
Lot containing the following (6) MAD calendars: 1976, 1979, 1980, 1981, 1989, 1993. Calendars 1976 - 1981 in nice condition. Calendars 1989-1993 in exc. condition.
- 82) JACK DAVIS DOMINO'S PIZZA CALENDAR (1995) (2)**.....\$12 MB
This full-color calendar was distributed in only a few parts of the country by Domino's Pizza outlets. Every month features a scene drawn by Jack Davis. In exc. condition.
- 83) JACK DAVIS "FOREST" POSTER (INT. PAPER, 1995)**.....\$30 MB
Limited edition poster featuring Alfred E. Neuman. Printed on Strathmore bond. In very nice condition.
- 84) MAD REJECTION NOTICE/SUBMISSION INFO. LOT**..... \$5 MB
Contains (1) MAD rejection form and (1) form detailing freelance writer submissions info. Both in exc. condition.
- 85) SUPERMAN/MILESTONE/MAD MAILER**\$50 MB
14" x 21" full-color folder sent out to potential licensees by Warner Bros. Consumer Products. In very nice condition.
- 86) MAD MONEY LICENSEE FOLDER**\$100 MB
10" x 13" full-color die-cut folder created by DC Comics for potential MAD licensees. Inside (shown) contains MAD money insert. Alfred E. Neuman on front and back. In very nice condition.

- 87) WARNER BROS. MAD FLYER (1993)**\$10 MB
Full-color flyer sent out by Warner Bros. Consumer Products to potential licensees. In very nice condition.
- 88) MAD STYLE BOOK (1994)**\$125 MB
Developed by DC Comics for licensees. This 10" x 11.5" notebook contains page-after-page of MAD graphics, logos, packaging info, icons, effects and character illustrations. In very nice condition.
- 89) DC COMICS MAD XMAS CARD (1994)**\$20 MB
Full-color Christmas card sent out by DC Comics. Features Alfred E. Neuman playing Superman, as drawn Mort Drucker. Includes envelope. In exc. condition.
- 90) MAD TV STATIONARY/POSTCARD LOT**\$15 MB
Lot contains (4) pieces of MAD TV stationary including (1) sheet, (1) note sheet, (1) #10 envelope, (1) business card plus (1) oversized MAD TV postcard. All in exc. condition.
- 91) MAD TV PRESSKIT**\$ 75 MB
Full-color die cut folder containing (1) b&w photo of MAD TV cast (1) fact sheet (1) biography. All in very nice condition. Includes mailing envelope (with mailing label removed).
- 92) DIWANA#3 (1970)**\$30 MB
7.25"x9.5" MAD inspired magazine that was banned in India after 3 issues.
- 93) ALFRED E NEUMAN AUSTRALIAN MASK**\$20 MB
Full-color 9" cardboard mask used as a promotion in Australia. In exc. condition.
- 94) FOREIGN MAD MAG. LOT (1994-95)**\$18 MB
Lot containing (6) issues of different MAD publications including: South Africa, Brazil, Finland, Australia, Denmark, and Mexico. All in exc. condition.
- 95) GIBSON MAD CARD LOT (1994-95)**\$25. MB
Lot includes (26) cards, (1) sheet of MAD stickers, (1) gift Bag, (1) gift wrap, and header card used in retail display. All in exc. condition.
- 96) FOREIGN MAD TRADE PAPERBACKS LOT**\$25 MB
Lot containing (8) foreign MAD trade paperbacks from England and Australia including: "Thirty Years of British MAD-1959-89," "MAD Artists Special No. 7," "MAD In Your Eye," "MAD At You!", "Hypocrite MAD," "One MAD Day With Don Martin," "A Second Look at Mad's Dave Berg," "Sergio Aragones' MAD Parade," All in very nice condition.

- 97) AUSTRALIAN MAD CD (1994)**.....\$10 MB
Cardboard sleeve. "Harp on This" title track plus (6) other selections. In exc. condition.
- 98) GERMAN ALFRED E. NEUMAN STICKER**.....\$10 MB
4.25" full-color sticker offered by German MAD to its readers. In very nice condition.
- 99) SWEDISH IMITATION BRONZE CASTING**\$350 MB
12" x 17" Vac-U-Form plastic casting of Alfred E. Neuman. In exc. condition.
- 100) MAD PINBACKS LOT A (BI-RITE, 1988)**.....\$200 MB
Lot containing (23) full color pinbacks. In very nice condition.
- 101) MAD PINBACKS LOT B (BUTTON EXCHANGE, 1993)**.....\$10 MB
Lot contains (5) 1.75" full-color pinbacks. All in exc. condition.
- 102) HUSTLER MAGAZINE (SEPT, 1995)**\$10 MB
Contains an XXX rated multi-page parody of many of the popular MAD features. In exc. condition.
Note: You must be at least 18 years of age to bid on this lot.
- 103) TV GUIDE (OCT. 26, 1968)**\$7 MB
Issue contains 5-pg. article "MAD About Television" that talks about MAD and shows illustrations from 1967-68 era. In nice condition with subscription label on front.
- 104) MAD STRAITJACKET T-SHIRT (1995)**.....\$10 MB
"Certified MAD" T-shirt featuring Jack Davis artwork. X-Large size. In exc. condition.
- 105) MAD T-SHIRT (1996)**.....\$15 MB
Full-color T-shirt in exc. condition
- 106) MAD T-SHIRTS LOT (1987 - 1989)**.....\$50 MB
Lot includes (3) full-color MAD T-shirts: "Surfs Up" - X-large (CIA, 1987), "Vote MAD" - Small (CIA, 1987), "Spy vs Spy" - X-large (Sun, 1989) . All in exc. condition.
- 107) DON MARTIN T-SHIRTS LOT(1980S)**.....\$40 MB
(9) Full -color T-shirts featuring Don Martin artwork. In exc. condition. All in large size except one which is medium.
- 108) MAD BASEBALL CAP (1992)**\$30 MB
Blue baseball cap with red & gold MAD logo that was sold through the MAD office. In exc. condition.

- 109) MAD BOXER SHORTS LOT #1 (1995)**\$60 MB
 Lot contains (3) different MAD Boxer shorts featuring Alfred E. Neuman. These were sold exclusively in Canada. In exc. condition.
- 110) BOXER SHORTS LOT#2 (WATSON BROS, 1992)**\$50 MB
 (2) Canadian boxer shorts in large (sports theme) and X-large (Alfred with camera) size. In exc. condition.
- 111) ALFRED E. NEUMAN SLOT MACHINE REEL STRIPS (SEGA, 1960s)**\$50 MB
 These are (3) actual slot machine reel strips from the "MAD Money" slot machine. Each strip has the face of Alfred E. Neuman 1x on it and measures approx. 1.5" x 26" in length. In nice condition.
- 112) STANLEY DESANTIS CATALOG (1992)**\$20 MB
 Full-color cover features MAD T-shirt and cap designs. Inside B&W sheet shows additional T-shirts. In very nice condition.
- 113) MAD READER (BALLANTINE, 1954)**\$15 MB
 (1st printing) in nice condition. Corner crease, minor spine wear, pages are showing some yellowing.
- 114) MAD FRONTIER (1962)**\$8 MB
 (1st printing) in very nice condition
- 115) BALLANTINE MAD PAPERBACK LOT (1955-61)**\$20 MB
 Lot containing the following paperbacks: *The MAD Reader* (6th printing), *MAD Strikes Back* (11th printing), *Utterly MAD* (2nd printing) - All in very nice condition. *Inside MAD* (1st printing) - water stain on corner, otherwise in nice condition.
- 116) SIGNET MAD PAPERBACK LOT**\$25 MB
 Lot containing the following (6) (1st printing) MAD paperbacks: *Fighting MAD*, *The Ides of MAD*, *Greasy MAD Stuff*, *Like MAD*, *The Organization MAD*, *It's A World, World MAD*. All in nice condition.
- 117) MAD BOOKENDS (1970s)**\$35 MB
 (1) Pair of gold bookends with blue printing. In very nice condition.
- 118) DAVE BERG SIGNED PAPERBACKS LOT**\$15 MB
 This lot contains (3) Dave Berg paperbacks "Looks at our Sick World," "Looks at People," "Looks at Things." *Each is signed by the artist.* In nice condition.
- 119) MAD ABOUT LAKESIDE YEARBOOK (1989)**\$75 MB
 Atlanta, Georgia high school yearbook with MAD inspired theme. In exc. condition.

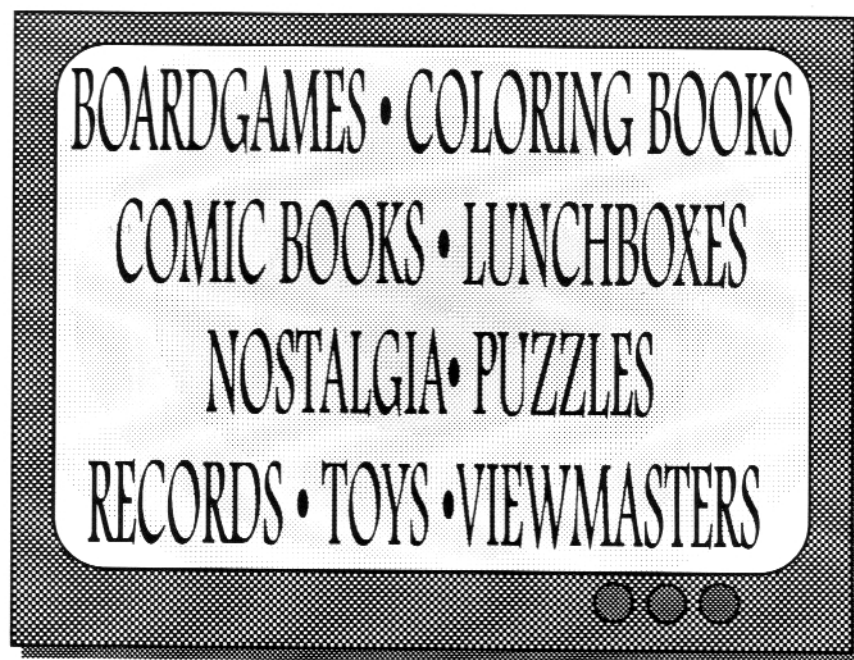
- 120) MAD UNBOUND BONUSES LOT**\$25 MB
 Lot containing the following unbound bonuses: "1968 Alfred E. Neuman for President" poster, "Nose Job" flexi-disc, "Makin' Out" plastic record, "Makin' Out" plastic record (without printing). All in very nice condition.
- 121) DYNAMITE MAGAZINE (SCHOLASTIC, 1978)**\$10 MB
 Magazine that was distributed to schools. Features Alfred E. Neuman on cover and 3-page article about MAD's 25th anniversary. In nice condition.
- 122) MAD IMITATORS LOT**\$10 MB
 Contains the following MAD type magazines: Sick #1, Frenzy Vol 6 #1, Cracked #8, Cartoons #42. All in Very Good condition.
- 123) TRICK OR TREAT PAPERBACK SET (WARNER, 1987) (2)**\$30 MB
 Sealed set of paperback booklets issued by Warner for Halloween. Package contains (10) 16-pg versions of *Howling MAD* and *Monster MAD*. In exc. condition.
- 124) PLOP COMICS AND DC SUPERSTARS #13 LOT**\$12 MB
 Lot includes Plop comics #1,5,6,9,18 featuring Sergio Aragones and Basil Wolverton art and DC Superstars #13 (Sergio Aragones issue). All in very good-fine condition.
- 125) MAD CANDY (BERZERK, 1993)**\$10 MB
 Sealed box containing 24 packs of MAD candy. In exc. condition.
- 126) "CHEAP, CRUMMY ANSWER TO YOUR LETTER" MAILER (1970s)**\$5 MB
 8' x 10" 2-color mailer sent to letter writers to MAD. Folded in very nice condition.
- 127) STATE-OF-THE-MAD-ART POSTER**\$20 MB
 12" x 15" b&w poster handed out to MAD office visitors. In very nice condition.
- 128) "CHEAP CRUMMY SOUVENIR" POSTER (1960s)**\$20 MB
 17" x 8.5" beige colored poster given away when you visited the MAD offices. In very nice condition.
- 129) MAD ART EXHIBIT LOT (1991-92)**\$30 MB
 This lot contains items that were created to promote the Mark Cohen MAD art exhibit. Included are the following: From the Pacific Arts Center in Seattle: (1) T-shirt (small), (2) flyers, (1) program. From the Raleigh, NC show: (1) postcard. All in very nice condition.
- 130) "GOOD DAYS & MAD" HARDCOVER (1994)**\$30 MB
 First printing hardback with dustjacket. *Signed by author*. In exc. condition.

- 131) MAD CHECKBOOK (LIBERTY, 1996)..... \$5 MB**
Sold through financial institutions and credit unions, included is one check book cover with MAD graphics and a set of checks #126-150 featuring (6) different MAD illustrations. *Note: The check numbers have been altered for security reasons.* In exc. condition.
- 132) MORT DRUCKER ORIGINAL ART LOT A\$400 MB**
Three page feature entitled "MAD's TV 'Alfie' Awards" from MAD No. 56, *July 1960*, signed by the artist on page three, missing title logos (which have been replaced as xerox copies), pen and ink and wash on craftint paper. (3) 24.5" x 17.5"
- 133) GOLD BRICK CUFFLINKS ORIGINAL ART\$50 MB**
From MAD #45, *March 1959*, Wally Cox photo and Gold Brick Cufflinks illustration matted on 11"x14" board.
- 134) MORT DRUCKER ORIGINAL ART LOT B.....\$500 MB**
Five page feature entitled "Ratpacktrol," from MAD No. 114, *October 1967*, signed by the artist on page one and page five, missing title logos, pen and ink on craftint paper with screen overlays. (5) 23.5" x 16.5"
- 135) DON MARTIN ORIGINAL ART\$475 MB**
Titled "The Moving Men" from MAD No. 57, *September 1960*, signed by the artist, title logo is a xerox copy, pen and ink on paper. (1) 24" x 18"
- 136) AL JAFFEE ORIGINAL ART.....\$425 MB**
Fold-In from MAD No. 114, *October 1967*, signed by the artist on lower right, entitled "What Is The Only Way To Beautify America? - Give It Back To The Indians," black and white gouache on board. (1) 26" by 19".
- 137) RICHARD WILLIAMS COVER ROUGH\$150 MB**
Sketch entitled "New Years Eve at Times Square", pencil on paper, *signed by artist.* (1) 14" x17"

END PART II

TV SHOW TOYS WANTED!

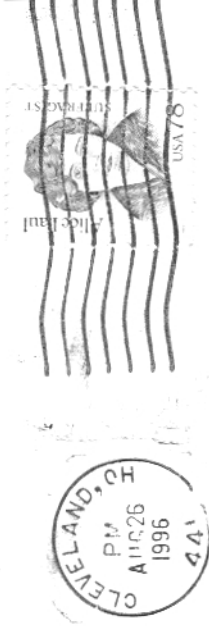
TOP \$\$ PAID FOR 1950s - 70s TV & CHARACTER COLLECTIBLES.



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What, me worry? I collect MAD



AUCTION - FRIDAY, SEPT. 20 & SATURDAY, SEPT. 21, 1996

